

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Original): An information processing apparatus for executing a process of selecting a content suiting preference of a user, comprising:

attribute information obtaining means for obtaining attribute information of said content;

operation history obtaining means for obtaining an operation history of said user;

preference information generating means for generating first preference information indicating positive factors of the preference of said user and second preference information indicating negative factors of the preference of said user on a basis of said operation history obtained by said operation history obtaining means; and

recommendation information generating means for generating recommendation information indicating the content recommended for viewing to said user by calculating a degree of similarity between said first preference information and said attribute information and a degree of similarity between said second preference information and said attribute information independently of each other.

Claim 2 (Original): The information processing apparatus as claimed in claim 1, wherein: said first preference information and said second preference information generated by said preference information generating means and said attribute information obtained by said attribute information obtaining means each include a plurality of items; said preference information generating means directs attention to one of said items of said operation history obtained by said operation history obtaining means, and generates said first preference information and said second preference information by elements of said item to which said preference information generating means directs attention; and said recommendation

information generating means extracts said first preference information and said second preference information corresponding to said elements of said attribute information, and calculates a degree of similarity between said first preference information and said attribute information and a degree of similarity between said second preference information and said attribute information.

Claim 3 (Original): The information processing apparatus as claimed in claim 1, wherein: said recommendation information generating means generates recommendation information indicating said content having a low degree of similarity to each of said first preference information and said second preference information on a basis of independent results of the calculation of the degree of similarity between said first preference information and said attribute information and the degree of similarity between said second preference information and said attribute information.

Claim 4 (Original): The information processing apparatus as claimed in claim 1, wherein: said first preference information and said second preference information generated by said preference information generating means and said attribute information obtained by said attribute information obtaining means are vectorized by predetermined items.

Claim 5 (Original): The information processing apparatus as claimed in claim 4, further comprising normalization processing means for normalizing at least a part of the attribute information of said content and said first preference information and said second preference information by said items, wherein said recommendation information generating means generates said recommendation information by calculating, independently of each other, a degree of similarity between said first preference information and the attribute

information of said content and a degree of similarity between said second preference information and the attribute information of said content, at least the part of the attribute information of said content and said first preference information and said second preference information being normalized by said normalization processing means.

Claim 6 (Original): The information processing apparatus as claimed in claim 4, wherein: said recommendation information generating means generates said recommendation information on a basis of a calculation of an inner product of said first preference information generated by said preference information generating means and said attribute information obtained by said attribute information obtaining means and an inner product of said second preference information generated by said preference information generating means and said attribute information obtained by said attribute information obtaining means.

Claim 7 (Original): The information processing apparatus as claimed in claim 4, wherein: said predetermined items include major items and minor items obtained by further dividing said major items into details; and said recommendation information generating means calculates, by said major items, an inner product of said first preference information generated by said preference information generating means and said attribute information obtained by said attribute information obtaining means and an inner product of said second preference information generated by said preference information generating means and said attribute information obtained by said attribute information obtaining means, and generates said recommendation information on a basis of a sum of results of the calculation of the inner products.

Claim 8 (Original): The information processing apparatus as claimed in claim 1, wherein: said operation history obtaining means divides the obtained said operation history into a first operation history indicating contents that said user likes and a second operation history indicating contents that said user does not like; and said preference information generating means generates said first preference information on a basis of said first operation history and generates said second preference information on a basis of said second operation history.

Claim 9 (Original): The information processing apparatus as claimed in claim 8, wherein: said recommendation information generating means generates said recommendation information on a basis of a value obtained by subtracting the degree of similarity between said second preference information generated by said preference information generating means and said attribute information obtained by said attribute information obtaining means from the degree of similarity between said first preference information generated by said preference information generating means and said attribute information obtained by said attribute information obtaining means.

Claim 10 (Original): The information processing apparatus as claimed in claim 1, further comprising display means for displaying said recommendation information generated by said recommendation information generating means.

Claim 11 (Original): The information processing apparatus as claimed in claim 1, further comprising:

receiving means for receiving said content; and selection controlling means for controlling selection of said content received by said receiving means on a basis of said

recommendation information generated by said recommendation information generating means.

Claim 12 (Original): The information processing apparatus as claimed in claim 11, further comprising recording means for recording the received said content selected by said selection controlling means.

Claim 13 (Currently Amended): An information processing method of an information processing apparatus for executing a process of selecting a content suiting preference of a user, comprising ~~the steps of~~:

obtaining an operation history of said user;

generating first preference information indicating positive factors of the preference of said user and second preference information indicating negative factors of the preference of said user on a basis of said operation history obtained by a process of said operation history obtaining step; and

generating recommendation information indicating the content suiting the preference of said user by calculating a degree of similarity between said first preference information and said attribute information and a degree of similarity between said second preference information and said attribute information independently of each other.

Claim 14 (Currently Amended): A computer readable medium including computer executable instructions, wherein the instructions, when executed by a processor, cause the processor to perform a method ~~recording medium on which a computer readable program for making a computer perform a process~~ of selecting a content suiting preference of a user is recorded, the method comprising ~~the steps of~~:

obtaining an operation history of said user;

generating first preference information indicating positive factors of the preference of said user and second preference information indicating negative factors of the preference of said user on a basis of said operation history obtained by a process of said ~~operation history~~ obtaining step; and

generating recommendation information indicating the content suiting the preference of said user by calculating a degree of similarity between said first preference information and said attribute information and a degree of similarity between said second preference information and said attribute information independently of each other.

Claim 15 (Canceled).

Claim 16 (New): An information processing apparatus for executing a process of selecting a content suiting preference of a user, comprising:

an attribute information obtaining unit configured to obtain attribute information of said content;

an operation history obtaining unit configured to obtain an operation history of said user;

a preference information generating unit configured to generate first preference information indicating positive factors of the preference of said user and second preference information indicating negative factors of the preference of said user on a basis of said operation history obtained by said operation history obtaining unit; and

a recommendation information generating unit configured to generate recommendation information indicating the content recommended for viewing to said user by calculating a degree of similarity between said first preference information and said attribute

information and a degree of similarity between said second preference information and said attribute information independently of each other.

Claim 17 (New): The information processing apparatus as claimed in claim 16, wherein said first preference information and said second preference information generated by said preference information generating unit and said attribute information obtained by said attribute information obtaining unit each include a plurality of items; said preference information generating unit is configured to direct attention to one of said items of said operation history obtained by said operation history obtaining unit, and to generate said first preference information and said second preference information by elements of said item to which said preference information generating unit directs attention; and said recommendation information generating unit is configured to extract said first preference information and said second preference information corresponding to said elements of said attribute information, and to calculate a degree of similarity between said first preference information and said attribute information and a degree of similarity between said second preference information and said attribute information.

Claim 18 (New): The information processing apparatus as claimed in claim 1, wherein said recommendation information generating unit is configured to generate recommendation information indicating said content having a low degree of similarity to each of said first preference information and said second preference information on a basis of independent results of the calculation of the degree of similarity between said first preference information and said attribute information and the degree of similarity between said second preference information and said attribute information.

Claim 19 (New): The information processing apparatus as claimed in claim 1, wherein said first preference information and said second preference information generated by said preference information generating unit and said attribute information obtained by said attribute information obtaining unit are vectorized by predetermined items.

Claim 20 (New): The information processing apparatus as claimed in claim 19, further comprising:

a normalization processor configured to normalized at least a part of the attribute information of said content and said first preference information and said second preference information by said items, wherein said recommendation information generating unit is configured to generate said recommendation information by calculating, independently of each other, a degree of similarity between said first preference information and the attribute information of said content and a degree of similarity between said second preference information and the attribute information of said content, at least the part of the attribute information of said content and said first preference information and said second preference information being normalized by said normalization processor.

Claim 21 (New): The information processing apparatus as claimed in claim 19, wherein said recommendation information generating unit is configured to generate said recommendation information on a basis of a calculation of an inner product of said first preference information generated by said preference information generating unit and said attribute information obtained by said attribute information obtaining unit and an inner product of said second preference information generated by said preference information generating unit and said attribute information obtained by said attribute information obtaining unit.